

## ABSTRACT OF THE DISCLOSURE

It is one of objects to provide a liquid crystal display device capable of low power consumption, with a driver circuit having a new circuit structure and a pixel. In the liquid crystal display device displaying an image using an  $n$  bit digital image signal ( $n$  is an integer), by incorporating  $n \times m$  storage circuits ( $m$  is an integer) per pixel, it comprises a function of storing an  $m$  frame digital image signal in the pixel (in the illustrated figure of an example where  $n = 3$ ,  $m = 2$ , 3 bits  $\times$  2 frames are stored in storage circuits A1 to A3, and B1 to B3). Therefore, in the display of a still image, by repeatedly reading the digital image signal stored temporarily in the storage circuit and displaying in each frame, the drive during such time of a source signal line driver circuit is stopped, to reduce the power consumption of the liquid crystal display device.

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